

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT EXAMINING OPERATION

Applicants: Leonard R. Bayer, Andrew P. Jeavons, and David G. Bakken

Serial No.: 09/882,203

Confirmation No. 8016

Filed: June 15, 2001

For: SYSTEM AND METHOD FOR CONDUCTING PRODUCT  
CONFIGURATION RESEARCH OVER A COMPUTER-BASED  
NETWORK

Examiner: McAllister, Steven B.

Art Unit: 3627

Atty Docket: HAR-003

**DECLARATION UNDER 37 C.F.R. 1.131**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Leonard R. Bayer, Andrew P. Jeavons, and David G. Bakken declare that we are co-inventors of the above-identified application, and that the invention of the application was conceived in the U.S. before the May 10, 2001 effective date of U.S. Patent Application No. 09/874,853 as set by such Application's claim to benefit of U.S. Provisional Application No. 60/290,131, filed May 10, 2001.

Enclosed is a copy of nine (9) drawings sheets which were prepared by Leonard R. Bayer before May 10, 2001 at the request of Kenneth J. LuKacher, the patent attorney who assisted in preparation of the above-identified application. These drawings show (i) the operation of both the survey engine at a server and the survey respondent at a respondent's computer over a computer network, (ii) the program flow of the configurator software downloaded to the respondent's computer, (iii) an example of the user interface provided by the downloaded configurator software when running at the respondent's computer, (iv) examples of selections at the user interface effected displayed final price, and (v) example of data returned to the server from the respondent complete with explanation thereof. Also enclosed is single sheet discussing the usage of the claimed invention in market research that was also prepared by Leonard R. Bayer before May 10, 2001. The enclosed documents thus shows conception of the invention of the present Application No. 09/882,203 prior to the effective date of U.S. Patent Application No. 09/874,853, which was filed with due diligence to the June 15, 2001 filing date of the present Application No. 09/882,203.

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and, further, that the statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

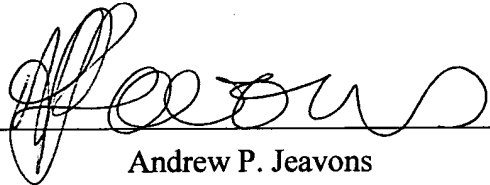
Respectfully submitted,

Date: \_\_\_\_\_

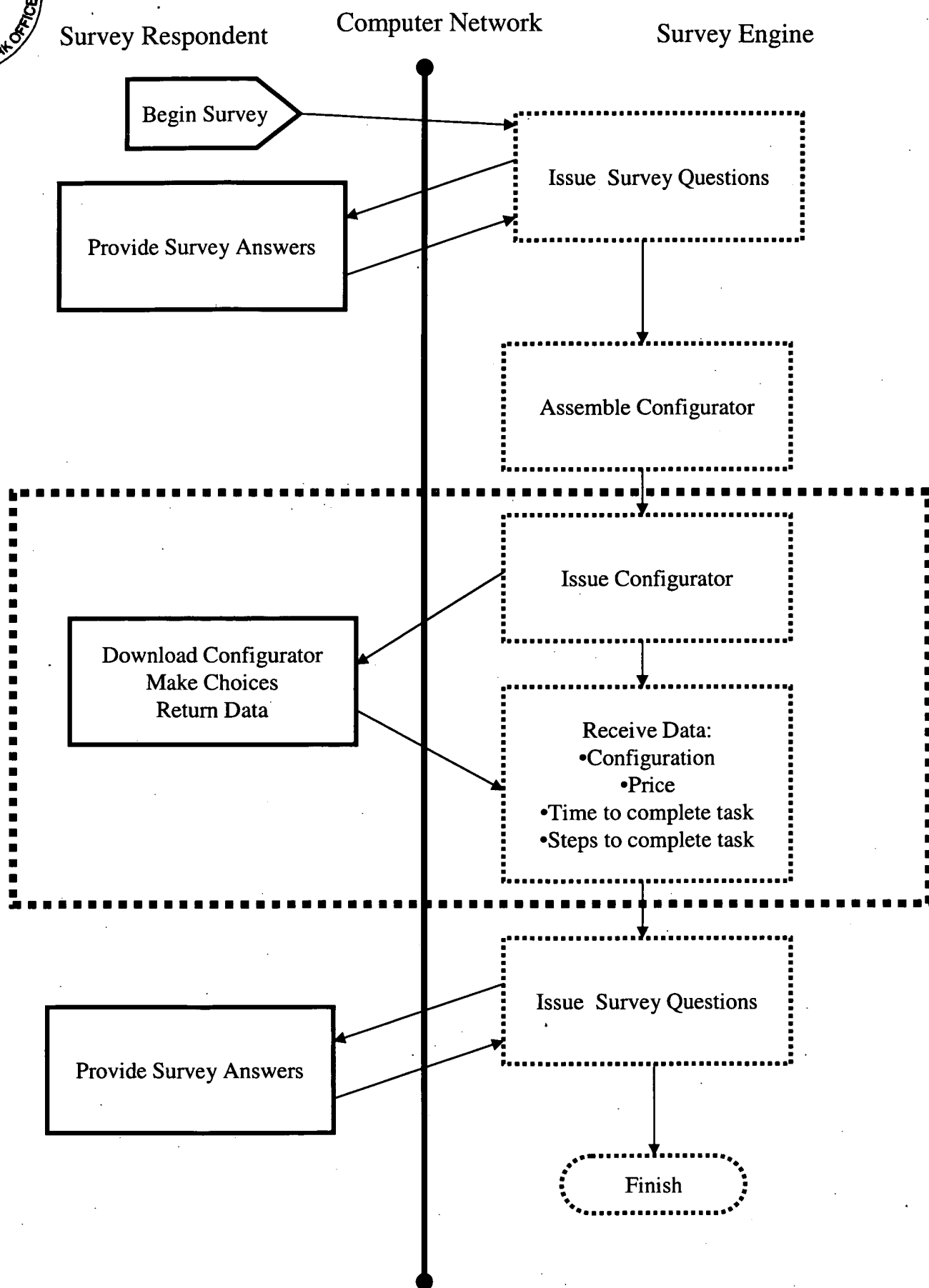
Date: 9/14/05.

Date: \_\_\_\_\_

\_\_\_\_\_  
Leonard R. Bayer

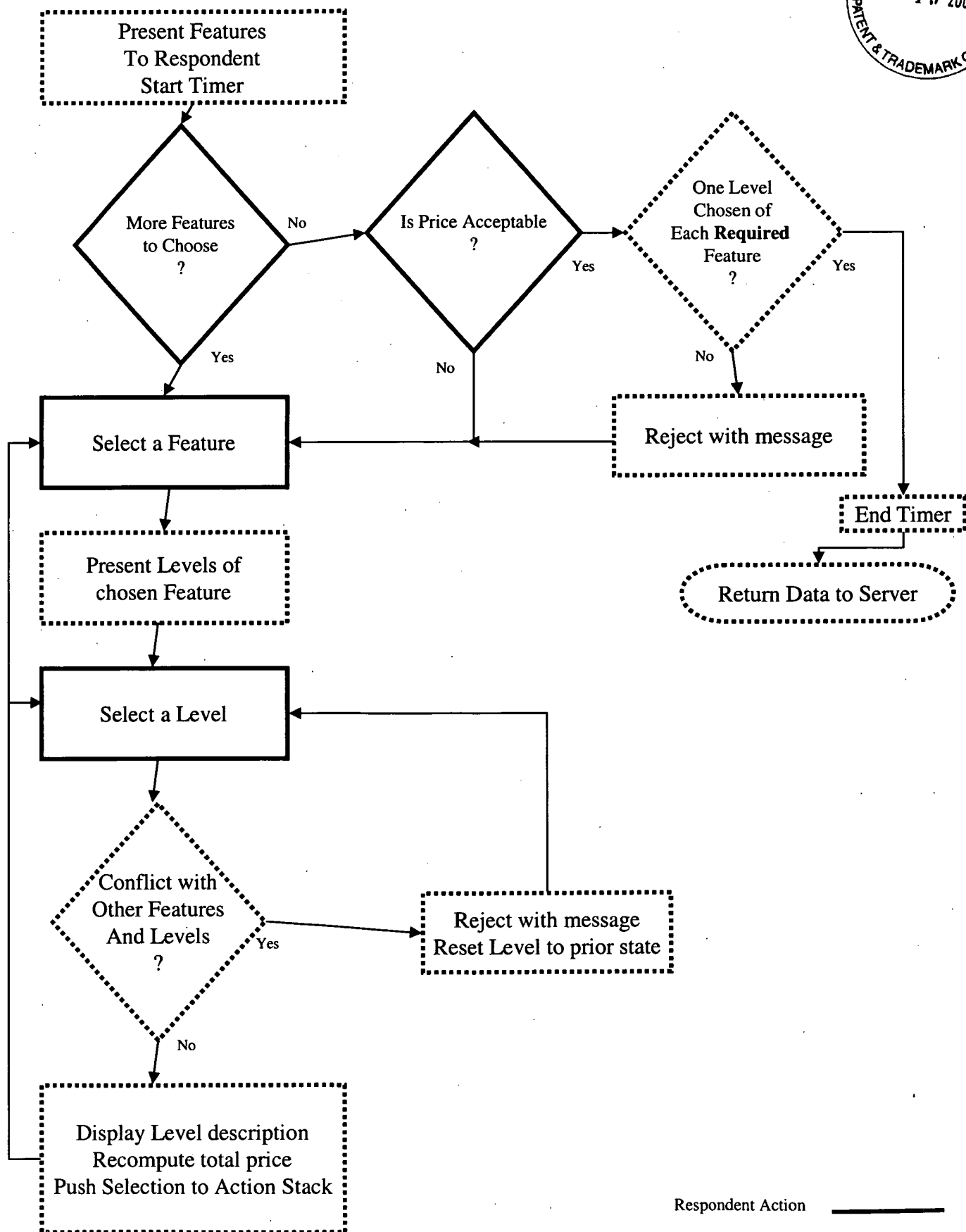
  
\_\_\_\_\_  
Andrew P. Jeavons

\_\_\_\_\_  
David G. Bakken



Network Diagram

..... Section is the new part



Respondent Action —————

Computer Action .....

List of  
Features  
First one  
Selected

Total price of  
configuration

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### Harris Interactive Configurator Demonstration for Burger King

Total cost of meal features selected in US\$

0

Possible Chicken Meal features	Explanation of features
Chicken Nuggets*	Number of Chicken Nuggets in Box
Side Dish*	Description or picture of selected feature
Soft Drink*	
Toy*	

\* Indicates no level selected

Options within features	Explanation of options
3 4 5 6	NO SELECTION CURRENTLY
	Description or picture of selected level

Finished

Applet started My Computer

Levels of selected  
feature.  
None yet selected

Press when  
Complete



**Harris Interactive Configurator Demonstration for Burger King**

Total cost of meal features selected in US\$

\$1.28

Price changes as level selected

Possible Chicken Meal features	Explanation of features
Chicken Nuggets Side Dish* Soft Drink* Toy*	Number of Chicken Nuggets in Box

No \* Indicates level selected

Options within features	Explanation of options
3 4 5 6	The big Four.

Description appears when level selected

Finished

One level selected

Press to return data to server

State after one Feature/level chosen



Price changes  
as level  
selected

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### Harris Interactive Configurator Demonstration for Burger King

Total cost of meal features selected in US\$

\$1.90

Possible Chicken Meal features	Explanation of features
Chicken Nuggets Side Dish* Soft Drink* Toy*	Number of Chicken Nuggets in Box

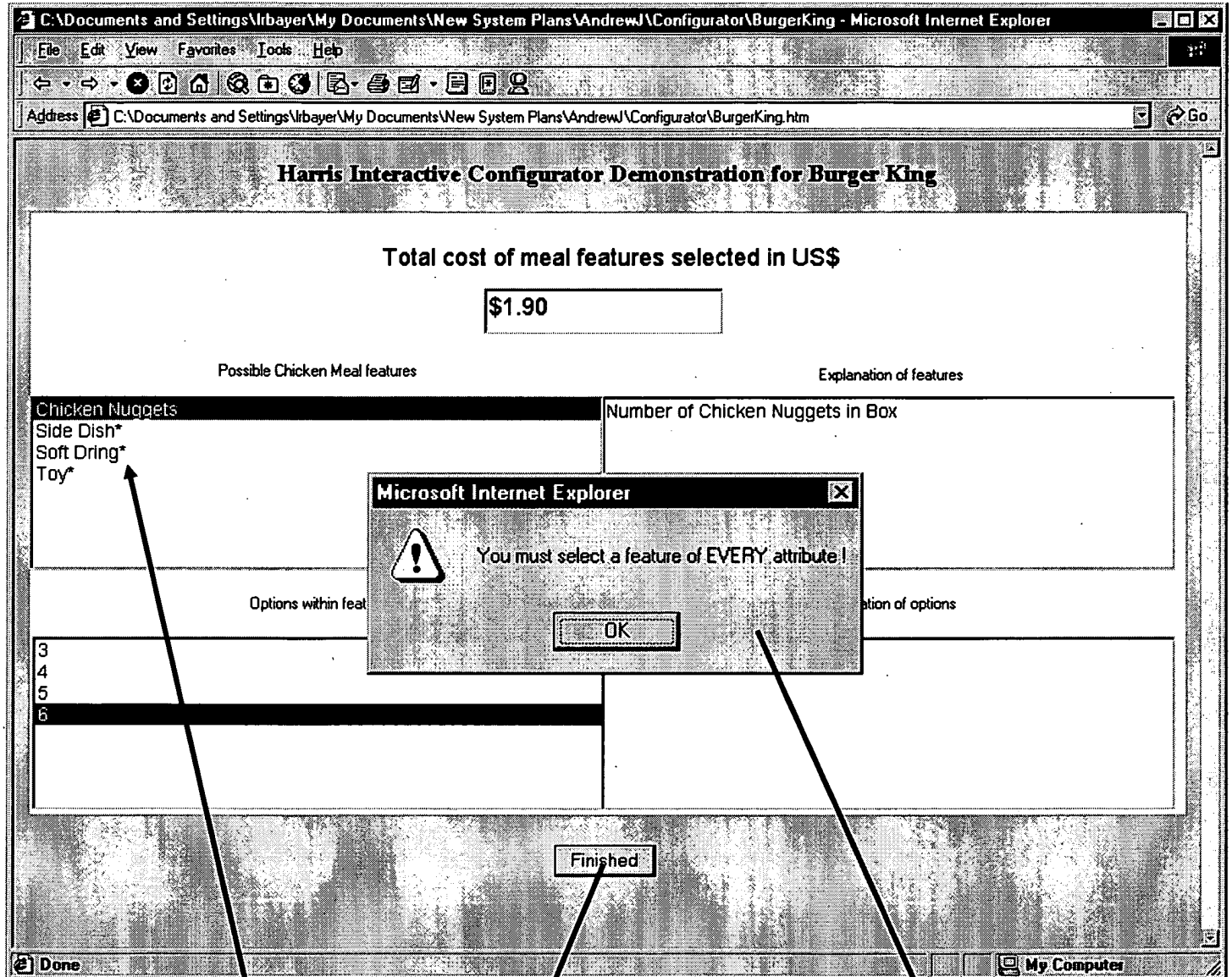
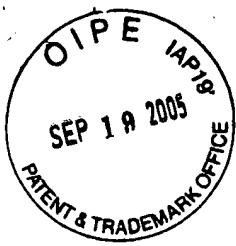
Options within features	Explanation of options
3 4 5 6	The full half-dozen.

Finished

Done My Computer

Level changed  
Note price and  
description changes

State when level of first feature changed

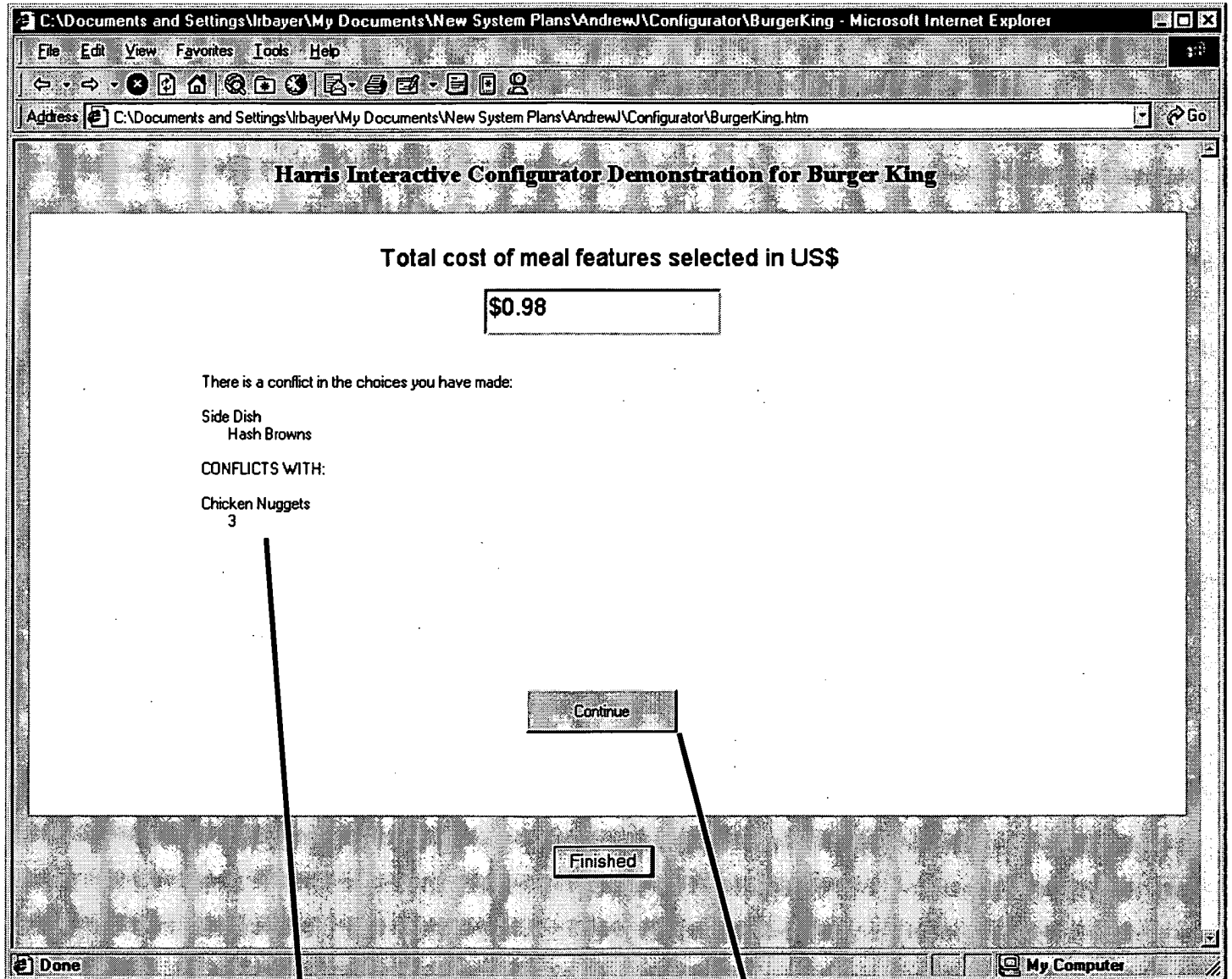


Pressed,  
but some  
“\*”  
features  
remain

Error  
appears.

Attempt to exit before a level of each feature is chosen





Conflict  
chosen

“Continue” resets  
state to pre-conflict  
choices

Attempt to choose features/levels that conflict



Final price

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### Harris Interactive Configurator Demonstration for Burger King

Total cost of meal features selected in US\$

\$3.06

Possible Chicken Meal features	Explanation of features
Chicken Nuggets Side Dish Soft Drink Toy	Movie Promotion Tie-in

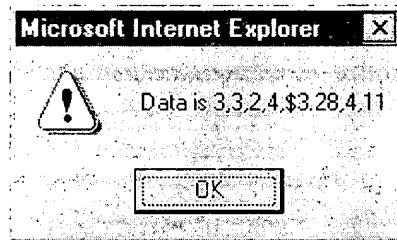
Options within features	Explanation of options
Toy Soldier Beauty Lion King Star Wars Episode I	...Not the beast.

Finished

Applet started My Computer

No \* indicates  
all levels  
selected

Final state: one level of each feature chosen



Data returned to server:

- Level of each feature chosen.
- Total Price
- Minutes.seconds of elapsed time
- (Feature,level) pairs for each step taken.

Screen showing final state data (invisible to respondent)



## Usage in Market Research

- New product development
- Configuration building
- Optimal pricing
- Needs-based segmentation

The final output provides the researcher with information about the price the respondent is willing to pay for his preferred configuration of the product under investigation.

The timing information provides the researcher with information about the amount of attention paid to the exercise by the respondent.

Usage of the Configurator within a survey, where the output is returned to the survey at the point of invocation, allows the researcher to control the remainder of the survey based on input to the Configurator about optimal choices.

The Configurator adds information to trade off research techniques (such as Conjoint and Discrete Choice Analysis) by letting the respondent direct his preferences.